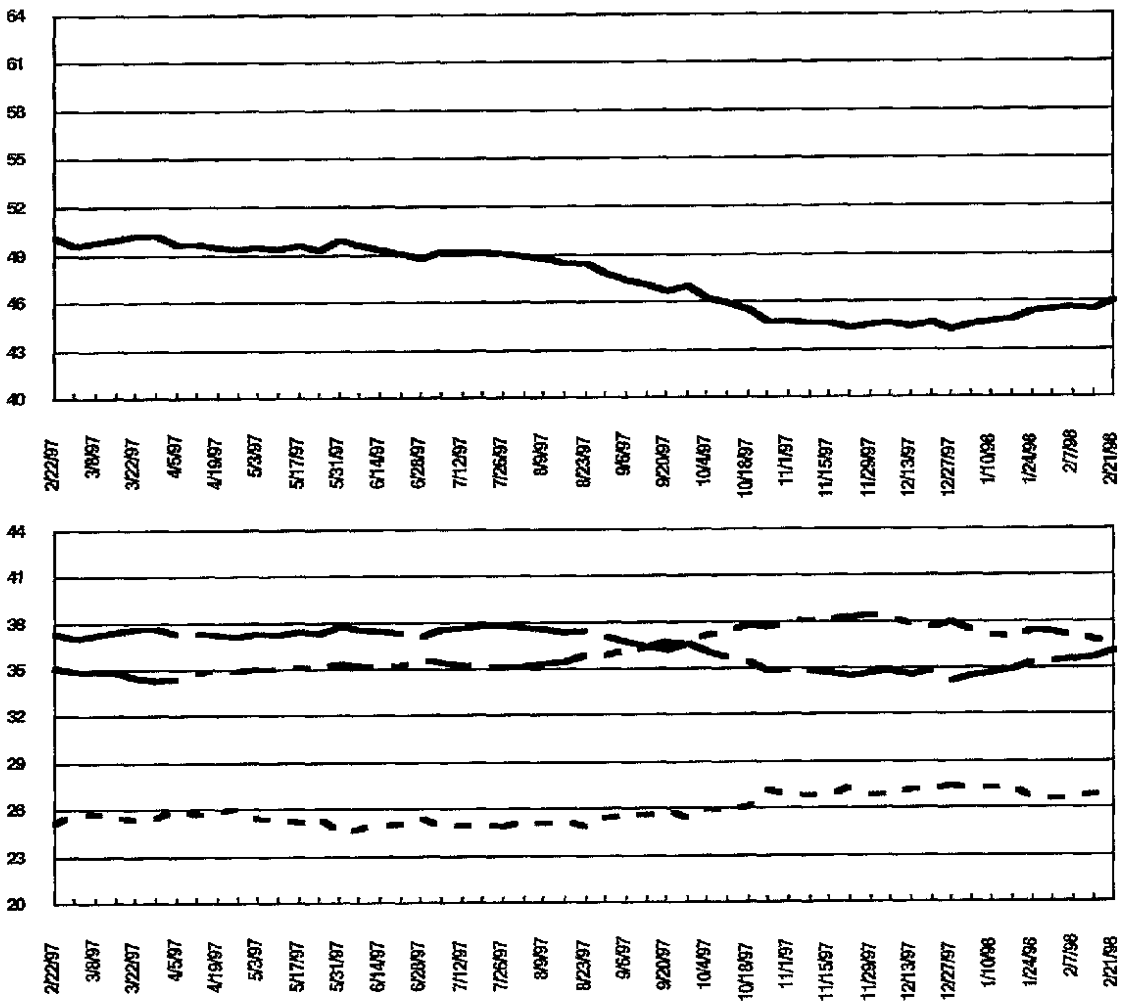
CASEYS GENERAL STORE (M.E. Johnson)
THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	45.11	45.99	47.40	46.48	-0.92
Marlboro	35.20	36.03	36.35	36.62	0.27
OPB	3.65	3.73	3.86	3.70	-0.17
Basic	1.41	1.40	1.51	1.38	-0.13
R. J. Reynolds	26.86	26.39	25.94	26.17	0.24
Camel	8.44	8.65	8.62	8.42	-0.21
Winston	5.74	5.66	5.32	5.38	0.06
Doral	6.37	5.95	4.70	6.40	1.70
B&W	26.17	25.64	24.80	25.33	0.54
GPC	16.20	15.24	14.60	15.21	0.61
Lorillard	1.84	1.95	1.83	1.98	0.15
Newport	1.16	1.25	1.07	1.28	0.21
Liggett Group	0.02	0.03	0.03	0.03	0.00
Premium	62.55	63.53	63.87	63.38	-0.49
Private Label	4.21	4.72	4.33	4.56	0.23
Avg Ind CPW	127.38	116.33	127.32	112.12	-15.21
Avg PM CPW	57.45	53.50	60.36	52.11	-8.24
Avg Marl CPW	44.83	41.92	46.28	41.06	-5.22
# of Stores	1014	1014	1014	1014	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850158

Source: https://www.industrydocuments.ucsf.edu/docs/fjkn0004